

Future Priorities

Goal:

Community is at the heart of Western Fair Association. Our mission is to serve our community by strengthening relationships, identifying needs, and creating opportunities that enhance our regional identity.

Actions:

- Explore collaborations with other Agricultural Societies.
- Incorporate more community and event innovations into the annual Western Fair.
- Foster community connections to inform on local needs and collaborative opportunities.
- Year-round animation of WFA sites and infrastructure.

Community Champion

Goal:

WFA is committed to cultivating a vibrant, community-focused connection with agriculture as a cornerstone of our future. A primary WFA goal is to enhance the organization's opportunities to serve is core mandate by deepening our community ties to agriculture and the agri-food business.

Actions:

- Strengthen our relationships with agricultural partners and honour our history to build on our traditions, stay relevant, and secure our future.
- Advance new agricultural educational ideas, events and opportunities to enrich our region.
- Increase food production on site and in The Grove and expand on sector collaborations.

Agriculture & Food



Performance Excellence & Site Optimization

Goal:

Deliver high-quality events and programming that celebrate WFA's history, culture, and purpose with integrity, accountability, and a commitment to community service.

Actions:

- Create a charitable foundation to support regional agriculture and related community causes.
- Brand development and marketing campaign around community engagement, history and future.
- Leverage existing and new relationships to inform long term site renewal.
- Maximize the impact of The Grove, The Market, Dorchester Downs, the J-AAR Expo Centre, and the annual Western Fair through high-quality programming and community service.